

## **PRODUCT DISPLAY BAG**

### **Background of the Invention**

**[0001]** The instant invention is related to packaging for storage, display and transport of goods, which includes transparent and non-transparent forming material, a handle and a touch arrangement. The touch arrangement functions to assist in the display of the packaged merchandise and the handle arrangement assists in transport of the package and packaged goods.

**[0002]** Reclosable and transparent packaging is well known as is illustrated by U.S. patents 6,161,959 and 6,328,158. These and most others now on the market provide see-through packages for displaying the packaged goods provided with a zipper operable to open the package allowing removal of the goods for use and closure of the package for storage of the goods when not in use.

**[0003]** It has been found that customers, many times, also desire to know the texture of the goods along with the displayed color and design. To this end, the zipper is currently being released allowing the top of the packaging to be lifted exposing the goods to the surrounding elements such as dirty floors, etc. Often times the zipper is not re-closed, or sometimes, the goods are caught in the zipper during attempted re-closing, or sometimes the goods are partially removed from the package and not returned. None of these occurrences are desirable as they may lead to soiled or damaged goods and an unacceptable presentation of goods. It is, however, desirable that the customer be allowed to feel the texture of the product.

**[0004]** It is, therefore, a primary object of this invention to provide packaging which allows customer access to the packaged goods without opening the package.

**[0005]** Another object of the present invention is structure which both allows access to the packaged goods and protects the packaged goods for outside exposure.

**[0006]** Another object of the invention is the provision of packaging which provides for ease of transport.

**[0007]** Another object of the invention is packaging which is re-closable, allows visual access to the goods, allows physical access to the goods without opening the package and is easily transported.

### **Summary of the Invention**

**[0008]** The instant invention is directed to reusable packaging which preferably but not necessarily consists of a clear vinyl bag or package capable of displaying and transporting the packaged goods and which includes access to the packaged goods without opening the bag or package. The containment or bag comprises upper and lower surface members which are interconnected along each edge with a side member. The side members are interconnected along adjacent edges forming an enclosed inner area for receiving the goods. A re-engageable closure member which is located between selected of the side members and one of the upper and lower surface members is provided. The closure member provides with a reclosable opening which provides the bag with in and out access. A patch is attached to one

of the upper, lower and side members. The patch comprises a vinyl piece having a pair of spaced elongated openings arranged adjacent opposed edges of the patch forming an elongated strip there between. Securing members, which are located adjacent and along each edge of the patch, secure the patch with said the bag.

**[0009]** An opening is formed in an outer surface of the containment or bag beneath the patch and is covered by the strip. The opening provides access to the goods by simply shifting or moving the strip which uncovers the opening. The strip also functions as a handle which accommodates transport of the bag.

**[0010]** The upper, lower and side members of the containment are preferably formed of a lightweight vinyl while the patch is formed of a heavy grade vinyl. The patch may be secured with the bag by heat sealing, glue or stitching. The re-engageable closure member may be a zipper or it may be some form pressure seal.

**[0011]** A package for accessing, transporting and displaying dry goods which includes an upper member, a lower member and four side members inter-engaged along adjacent edges forming an inner area. The package is preferably formed of flexible clear vinyl however other suitable flexible materials such as textile fabrics or colored plastic sheeting may also be acceptable.

**[0012]** There is an opening formed in one of the members allowing access to the inner area. A flexible patch forming a strip is secured along at least two edges to the package in position to provide a strip positioned over covering the opening and forming a carrying handle for transport of the package.

**[0013]** The package is functionable to display the goods in an enclosed condition, to allow access through the opening to ascertain the texture of the goods and to allow ease of transport by utilizing the strip as a carrying handle.

**[0014]** The patch is generally rectangular and is secured with the package adjacent at least two outer edges with a heat seal, stitching or other suitable means. Other patch shapes such as oval, triangular, square, etc. are also acceptable.

### **Description of the Drawings**

**[0015]** The construction designed to carry out the invention will hereinafter be described, together with other features thereof.

**[0016]** The invention will be more readily understood from a reading of the following specification and by reference to the accompanying drawings forming a part thereof, wherein an example of the invention is shown and wherein:

**[0017]** Figure 1 is a perspective view of a flexible re-closable package in which the touch-handle arrangement of the invention has been incorporated.

**[0018]** Figure 2A is an exploded sectional top view of the touch-handle arrangement.

**[0019]** Figure 2B is an exploded sectional bottom view of the touch-handle arrangement.

**[0020]** Figure 3 is a diagrammatic side view of the handle in use.

**[0021]** Figure 4 is a sectional side view showing a relationship of the handle strap, the opening, the goods and a persons fingers when feeling the goods.

### **Description of a Preferred Embodiment**

**[0022]** Referring now in more detail to the drawings, the invention will now be described in more detail.

**[0023]** Turning now to Figure 1, package 10 which as shown represents one of several types of packages thought to be most beneficial for use with the instant invention. Package 10 is constructed of a clear and flexible vinyl, preferably PVC, so as to allow the packaged product to be seen and to allow ease of transport and storage. Package 10 includes an upper surface 12 and a lower surface 14 which are inter-connected along each edge with side members 16, 17, 18 and 19. The outer edges of lower surface 14 are connected with lower edges of sides 16, 17 and 18 by stitching or heat sealing. Three edges of upper surface 12 are similarly connected with upper edges of side members 16, 17 and 18. Adjacent edges of side members 16, 17 and 18 are also similarly connected.

**[0024]** A reclosable or re-engageable closure 22 which may be a zipper or a pressure sealing member, is connected along the adjacent edges of sides 16, 18 and 19 and the adjacent edges of upper surface 12 and side 19. Re-engageable closure 22, which includes a slidable closure member 23, provides access into interior 20 of package 10 and also closure or sealing of the package for encasing goods. The

structure thus far described is old to the industry. The instant invention is an improvement to this and other similar structures.

**[0025]** The package so far described provides for visual display of the goods, generally bedding or some other form of dry goods. The package is operative securely seals the goods therein protecting them from soiling while providing a visual display of the goods.

**[0026]** The package as so far described is somewhat cumbersome for transport. The package does not easily provide access to the packaged goods allowing the customer the ability to feel the goods to determine its texture without activating the reclosable closure which sometimes produces merchandising problems.

**[0027]** In order to remove the drawbacks, the instant invention is adapted to packages of the type so far described.

**[0028]** A patch 24 which is normally formed of a heavy gauge clear vinyl, preferably PVC, however, any suitable other material could be employed such as colored plastics or textile fabrics. Patch 24 is formed preferably with a pair of elongated and parallel cutouts 26 which are arranged along a pair of opposed edges. Cutouts 26 produce a strip 28 therebetween which extends between the remaining opposed edges. The patch is preferably formed to be about 5.5 inches in a first direction and 4 inches in the opposite direction. The cutouts are about 4 inches long and extend parallel with the long side of the patch. The strip is about 1.5 inches in width and about 4 inches in length. It is noted that the size and shape of the patch

along with that of the cutouts and strip may vary so long as the patch provides structure functionable in the manner to be described. For example, the patch could be oval shaped and the cutouts could be crescent shaped.

**[0029]** One of surface 12, 14 or a side 16, 17, 18 and 19 is selected for application of patch 24 thereto. An opening 30 is cut through a central area of the selected area. In Figure 1, opening 30 is formed in side 18. Opening 30 is preferably slightly smaller than strip 28 both in length and width. Opening 30 could be circular or of any other desired shape, the only requirement is that the open area be covered by the strip. Patch 24 is preferably secured with side 18 with a heat seal 32 or with stitching in position with strip 28 being centrally located over opening 30 and cutouts generally aligned parallel with the opposed edges of side 18.

**[0030]** It is noted that patch 24 could simply comprise a rectangular piece of a width and length sufficient to cover opening 30. In this arrangement only two opposed ends of the patch would be secured with the package side in the above described manner positioning the patch over opening 30. The intermediate portion of the entire patch serves in this arrangement as the opening cover and the handle.

**[0031]** Figure 2A shows, from the top, patch 24 secured to the outer surface of side 18 with strip 28 covering opening 30. Figure 2B shows the same structure from inside the package.

**[0032]** Figure 3 is a schematic view showing strap 28 being utilized as a carrying handle for transporting the bag.

**[0033]** Figure 4 shows a method in which a person may access dry goods 34 which are packaged in interior 20 of package 10 through opening 10. It is noted that when the hand is removed from the bag, strip 28 re-positions itself over opening 30 resealing interior 20 and protecting the goods packaged therein.

**[0034]** While a preferred embodiment of the invention has been described using specific terms, such description is for illustrative purposes only, and it is to be understood that changes and variations may be made without departing from the spirit or scope of the following claims.